

TENANT SIGNAGE DESIGN CRITERIA SUMMARY

PROJECT NAME: Hayden Ferry Lakeside

PROJECT ADDRESS: Parking Structure P1 - 68 East Rio Salado Parkway
Building B1 - 80 East Rio Salado Parkway
Building B2 - 60 East Rio Salado Parkway
Building B3 - 40 East Rio Salado Parkway

TENANT SIGN TYPE: 1 - PRIMARY OFFICE TENANT SIGNAGE

ILLUMINATION: Individual internally illuminated letters

MATERIALS: Letters and logo graphics will be fabricated, internally illuminated pan structures with either colored or day/night plex faces (Landlord's choice), with returns of natural brushed aluminum (or painted to replicate brushed aluminum).

CONSTRUCTION: Aluminum cabinet with steel inner framework structure

LETTER STYLE: Tenant Copy: Open to individual tenant logotype

LOGO: Tenant's logotype and logo graphics are allowed, but the area of the logo graphic is not to exceed 25% of the maximum sign area.

COLOR: Letters and logo graphics may have either colored or day/night plex faces (Landlord's choice), with returns of natural brushed aluminum (or painted to replicate brushed aluminum).

SIZE: Overall Sign envelope maximum: 100' 0" x 6' 6" - Maximum letter cap height: 6' 6"

INSTALLATION: On architectural sign band railing structure on top of each of the three office buildings. Six total. Two sign locations for each building are permitted, one on each main elevation - with only one tenant name for both locations.

Signage to be positioned no closer than 10'-0" from either the left or right frame opening (shown on sheets 25, 26, 30, 31, 32, 33).

VARIANCES: Tempe City Council variance #SPD2002.24 / #CC020012 (4/18/02) allows: (a) a maximum area of 650 sf for each of these six signs; and (b) the following maximum heights for these signs: **B1**: 122' for each sign; **B2**: 185.5' for each sign; and **B3**: 157.25' for each sign.

On 8/25/04, the Development Services Department Redevelopment Review Commission Staff approved a request (RRC 04032 / DS 041093) to modify the Comprehensive Sign Plan for Hayden Ferry Lakeside. This modification allows colored lettering and the limited use of logo graphics in Sign Type 1.

NOTE: Design Review Board approval on 12/5/01 (DRB01278/DS011023) was on the condition that engineering plans be submitted to the Building Safety Division for approval prior to submitting for sign permits.

(Refer to detail drawing on sheet 19a)

TENANT SIGN TYPE: 2 - SECONDARY OFFICE TENANT SIGNAGE

ILLUMINATION: No illumination

MATERIALS: Natural brushed aluminum individual reverse pan dimensional letters

CONSTRUCTION: Natural brushed aluminum individual reverse pan dimensional letters (Returns 3")

LETTER STYLE: Tenant Copy: Open to individual tenant logotype

LOGO: Tenant Names: No logo graphics, logotypes only to be used

COLOR: Tenant Names: Natural brushed aluminum finish

SIZE: Overall sign envelope maximum: 41' 0" x 2' 3"

INSTALLATION: On architectural sign band on main office building facades above ground level arcade. 13 total. **B1**: 4 locations (sheet 25). **B2**: 5 locations (sheets 28, 29, 30) **B3**: 4 locations (sheet 33). Sign height on building is approx. 18' 8" above finished grade.

VARIANCE: Tempe City Council variance #SPD2002.24 / #CC020012 (4/18/02) allows a maximum sign area of 92.25 sf (for each of the 13 signs)

(Refer to sheet 20 for mounting details.)

TENANT SIGN TYPE: 3 - OFFICE ARCADE RETAIL TENANT SIGNAGE

ILLUMINATION: Internally illuminated cabinets with routed graphics or applied individual internally illuminated graphics

MATERIALS: Sign cabinet is natural brushed aluminum

(Tenant Sign Type 3 cont.)

